



# PUBLIC NOTICE

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DA 04-206

January 29, 2004

## FCC's CALLER ID RULES FOR TELEMARETERS BECOME EFFECTIVE

### CG Docket No. 02-278

The Commission reminds any person engaged in telemarketing that, beginning January 29, 2004, they are required to transmit caller identification (caller ID) information regardless of their calling systems and are prohibited from blocking such information when making telemarketing calls.<sup>1</sup> The Commission's caller ID rules for telemarketers were adopted last July as part of its Telephone Consumer Protection Act (TCPA)<sup>2</sup> proceeding, but were not to go into effect until January 29, 2004.<sup>3</sup>

The Commission's rules provide that caller ID information must include either calling party number (CPN) or automatic number identification (ANI), and, when available by the telemarketer's carrier, the name of the telemarketer. CPN can include any number associated with the telemarketer or party on whose behalf the call is made, that allows the consumer to identify the caller. This includes a number assigned to the telemarketer by its carrier, the specific number from which a sales representative placed a call, the number for the party on whose behalf the telemarketer is making the call, or the seller's customer service number. Any number supplied must permit an individual to make a do-not-call request during regular business hours for the duration of the telemarketing campaign. The existence of an established business relationship does not obviate these requirements.

For further information, contact Erica H. McMahon or Richard D. Smith, Policy Division, Consumer & Governmental Affairs Bureau, at (202) 418-2512.

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<sup>1</sup> See 47 C.F.R. § 64.1601(e). Tax-exempt nonprofit organizations are not required to comply with this rule. See 47 C.F.R. § 64.1601(e)(iii).

<sup>2</sup> Telephone Consumer Protection Act of 1991, Pub. L. No. 102-243, 105 Stat. 2394 (1991), *codified at* 47 U.S.C. § 227. The TCPA amended Title II of the Communications Act of 1934, 47 U.S.C. § 201 *et seq.*

<sup>3</sup> See *Rules and Regulations Implementing the Telephone Consumer Protection Act of 1991*, CG Docket No. 02-278, Report and Order, 18 FCC Rcd 14014 (2003) (*Report and Order*). A summary of this *Report and Order* was published in the Federal Register on July 25, 2003 (68 Fed. Reg. 44144).